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**Rizzo et al.**

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(54) **COMPUTERIZED SYSTEM AND METHOD  
 FOR ASSISTING POTENTIAL CLIENTS TO  
 IDENTIFY AND APPROPRIATE PROVIDER  
 FOR PROFESSIONAL SERVICES**

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**707/10, 103; 705/37, 38, 1**

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(57) **ABSTRACT**

A computerized method for matching potential clients with professional services providers which meet their personalized criteria and are interested in providing particular services to them including the steps of: presenting a first electronic document including a plurality of data entry devices to the potential clients via a computer network; receiving data entered using the data entry devices, the received data being indicative of the criteria; automatically comparing the received data to data stored in a storage medium to identify one or more suitable professional services providers; automatically generating and transmitting via the computerized network an electronic mail message to the identified one or more service providers, the electronic message including information indicative of a portion of the received data; and, receiving a response from at least one responding one of the one or more identified service providers, and automatically providing information indicative of another portion of the received data to the responding one of the service providers.

**21 Claims, 11 Drawing Sheets**

